

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: To be assigned)
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Examiner: To be assigned)
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Inventor Paul M. Hunt, et al.)
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Serial No. To be assigned)
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Filed: Herewith)
)
For: **METHOD AND SYSTEM OF REAL-TIME**)
OPTIMIZATION AND IMPLEMENTATION)
OF CONTENT AND ADVERTISING)
PROGRAMMING DECISIONS FOR)
BROADCASTS AND NARROWCASTS)
)

**INFORMATION
DISCLOSURE
STATEMENT**

Hon. Commissioner of Patents
and Trademarks
Washington, D. C. 20231

Sir:

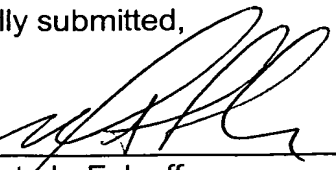
The Examiner is advised that the references listed on the attached PTO Form 1449 have come to the attention of the Applicants and/or Applicants' attorney. Copies of these references are enclosed herewith for the convenience of the Examiner.

It is respectfully submitted that the claims presently pending in this application clearly distinguish over each of the references cited both individually as well as in combination and favorable consideration and allowance thereof is courteously requested.

If there is any fee due with this communication, the Commissioner is authorized to charge the fee due under 37 C.F.R. 1.17(p) to Applicants' Deposit Account No. 08-0750. A duplicate copy of this Information Disclosure Statement is enclosed for this purpose.

Respectfully submitted,

Dated: December 14, 2000
HARNESS, DICKEY & PIERCE, P.L.C.
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Bloomfield Hills, MI 48303
(248) 641-1600

By: 
Monte L. Falcoff
Reg. No. 37,617
Christopher A. Eusebi
Reg. No. 44,672

MLF/CAE/smb
Docket No.: 6550-000050

FILED S.W.H. 4/30/02

FORM HDP-1449 (Based on Form PTO-1449) PATENT AND TRADEMARK OFFICE INFORMATION DISCLOSURE CITATION (Use several sheets if necessary) Sheet 1 of 2	ATTORNEY DOCKET No.	SERIAL No.
	6550-000050	
	APPLICANT	
	Paul M. Hunt, et al.	
	FILING DATE	GROUP

USPTO
09/13/00
12/14/00

U.S. PATENT DOCUMENTS						
Ref. Desig.	Examiner's Initials	Document Number	Date	Name	Class/ Subclass	(If appropriate) Filing Date
1.		4,536,791	08/20/85	Campbell, et al.		
2.		4,862,268	08/29/89	Campbell, et al.		
3.		5,191,410	03/02/93	McCalley, et al.		
4.		5,195,092	03/16/93	Wilson, et al.		
5.		5,208,665	05/04/93	McCalley, et al.		
6.		5,319,453	07/07/94	Copriviza, et al.		
7.		5,392,223	02/21/95	Caci		
8.		5,418,713	05/23/95	Allen		
9.		5,437,050	07/25/95	Lamb, et al.		
10.		5,452,468	09/19/95	Peterson		
11.		5,574,934	11/12/96	Mirashrafi, et al.		
12.		5,581,658	12/03/96	O'Hagan, et al.		
13.		5,635,978	06/03/97	Alten, et al.		
14.		5,646,675	07/08/97	Copriviza, et al.		
15.		5,655,140	08/05/97	Haddock		
16.		5,666,645	09/09/97	Thomas, et al.		
17.		5,703,795	12/30/97	Mankovitz		
18.		5,734,589	03/31/98	Kostreski, et al.		
19.		5,734,720	03/31/98	Salganicoff		
20.		5,742,840	04/21/98	Hansen, et al.		
21.		5,751,338	05/12/98	Ludwig, Jr.		

Examiner:	Date Considered:
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EXAMINER: Please initial if citation considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM HDP-1449 (Based on Form PTO-1449)

**PATENT AND TRADEMARK OFFICE
INFORMATION DISCLOSURE CITATION**

(Use several sheets if necessary)

Sheet 2 of 2

ATTORNEY DOCKET NO.

SERIAL NO.

6550-000050

APPLICANT

Paul M. Hunt, et al.

FILING DATE

GROUP

U.S. PATENT DOCUMENTS

Ref. Desig.	Examiner's Initials	Document Number	Date	Name	Class/ Subclass	(If appropriate) Filing Date
22.		5,758,257	05/26/98	Herz, et al.		
23.		5,794,060	08/11/98	Hansen, et al.		
24.		5,794,061	08/11/98	Hansen, et al.		
25.		5,794,217	08/11/98	Allen		

Examiner:

Date Considered:

EXAMINER: Please initial if citation considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.